

★ THE MASSEUR ★

American
Association



Masseurs
Masseuses

OFFICIAL BULLETIN

SEPTEMBER - OCTOBER 1957

DECATUR, ILLINOIS

Indianapolis Indiana; 1958 Convention Site

1957 CONVENTION

The members who didn't attend the National Convention in Pottsville, Pa., will read this column and wish they could have attended. We certainly were treated royally. Two different radio interviews that both ran into overtime, with six members participating. Four members, D. S. Carlson, Mary Howells, Samuel Dahlgren and Charles Brooks were put on the air. We discussed our aims and policies and talked it over with the radio staff who had given up their particular program for this special interview. The members back at the hotel listened in and told us that we came in good and had an interesting quarter hour. John Persona and Frank Persitza Jr. had an interview with other members of the local radio staff the next day that proved so interesting they ran into overtime. Naturally their subject was health.

The cooperation we got from the local newspaper staff was practically unheard of before. James Reichley who is an author, and recently put a best seller out on the market called "The Burying of Kingsmith," interviewed each speaker and gave them plenty of space. Quoting their remarks in a manner that made

(Continued on Page 3)

ON THE BUSINESS SIDE

The twelfth annual A.A.M.M. Convention had a decision to make concerning its finances. As you no doubt know by now, it was voted by the majority present to raise the dues to \$24.00 per year effective 1958-1959, which means dues of only \$2.00 per month. Whether or not we have an A.A.M.M. depends on you, but the officers and board of directors cannot be expected to keep an organization going on wishful thinking.

Therefore, it is this writer's opinion that the A.A.M.M. officers and board of directors are not on trial, but the membership is. Let's not sit back and complain—learn some of the problems behind our A.A.M.M., both financial and otherwise. Then you will have no doubt of the necessity of this decision.

The royal reception given us in Pottsville by the people, press and radio and the decisions made by this convention proves we are making much progress. Let's keep going forward.

The next annual meeting will be held in Indianapolis, Indiana. You'll be there, of course!

Mary E. Howells,
National 1st Vice.

INDIANA CHAP. CHALLENGES ALL OTHER CHAPTERS TO A MEMBERSHIP CONTEST

The Indiana Chapter, one of the largest and fastest growing chapters of the national A.A.M.M., issues a challenge to all the other chapters to have a membership contest. We feel confident that we would all gain by having such a contest. The Indiana chapter is noted for its determination to be the biggest and the best of all the chapters and we are willing to give everyone an opportunity to try and best us.

We are not sure yet just what it will be, but we have assurance that there will be a nice trophy for the winner. We will plan on awarding this trophy to the chapter with the highest total paid-up membership at our next national convention. The lucky winning chapter may keep the trophy designating the signal honor of being the largest group in the A.A.M.M. until the next National Convention. At that time the trophy will go to the biggest group for the next full year. The Masseurs will print the names of each new member obtained each publication date so we all can see how we are progressing.

Hope you like it.

THE MASSEUR

Bimonthly publication of the
American Association of Masseurs
and Masseuses.

Published in Decatur, Illinois
Charles W. Brooks, Editor
3111 North Water Street



D. S. CARLSON,

PRESIDENT'S MESSAGE

Almost everywhere it is assumed that people are seeking truth, that society is literally swarming with dedicated truth seekers.

Colleges and universities are forever releasing promotional material with pictures of strong young men (?) and beautiful girls walking side by side into the sunrise with rays of light illuminating their upturned faces; the idea being, one would gather, that those who enter our halls of higher learning are one and all burning with desire to walk in the way of philosophers and sages, if not indeed in the way of prophets and apostles, or even of martyrs if God so wills.

This fallacy is obviously maintained by our educators for the time the student remains within the ivied walls, for the baccalaureate orator chosen to do the honors at graduation is almost always one who will go along with the pleasant deception and assure the innocent graduate that

after years of searching for the fountain of all wisdom he has at last found it and is now prepared to go out along with his fellow graduates to "build a better world."

Why this kind of pabulum is swallowed so eagerly by the outgoing students and by their smiling and misty-eyed parents can be understood only when we remember that people like to hear what they want to hear and at a time like that they are not willing to spoil the pleasure of it by checking on the accuracy of anything they are told.

The fact is that men have never in any numbers sought after truth. If we may judge people's interests by their deeds, then of the young men and women who stream forth from our halls of learning each year the vast majority have no more than a passing and academic interest in truth. They go to college not to satisfy a yearning to discover the truth, but to improve their social standing and increase their earning power. These motives are not necessarily to be despised; but they should be known for what they are, and not hidden beneath a pink cloud of idealism.

What are people actually thinking? Of course they seek satisfaction for the basic urges such as hunger, sex and social companionship; but beyond these what? Certainly for nothing as high as truth. Ask the average American what he wants from life and if he is candid he will tell you he wants success in his chosen field; and he wants success both for the prestige it brings him and for financial security it affords. And why does he want financial security? To guarantee him against the loss of comforts, luxuries and pleasures, which he believes are rightfully his as a part of his American heritage. The ominous thing about all this is that everything he wants can be bought with money. It would be hard to think of an

indictment more terrible than that. The notion that the world is full of truth seekers becomes stronger as we approach the church and mingle with religious persons.

The liberal and humanistic churches bear down especially hard on this point, their ministers constantly flatter their listeners that they are engaged in a heroic quest of truth. That a few hundred persons will gather in an air-conditioned building once a week to sit on cushioned pews and listen to good music appears enough to satisfy the too-easily satisfied minister that his congregation is composed of crusaders of the first water.

Either to avoid embarrassment or because he is not sure of his own beliefs the said liberal minister is usually careful to avoid definitions, so no one knows exactly what he is looking for. But it gives a tremendous lift to a man's self-respect to think of himself, if only briefly and once a week, as a loft idealist searching for the truth, a kind of prospector digging for gold among the hills of God. If his wife fails to recognize him by that description it really doesn't matter, for no one takes the whole thing very seriously anyway. But it is a relief from the grind of business, traffic and taxes.

The world is full of seekers, true enough, and they gravitate quite naturally toward the church and its fellowship. Seekers after peace of mind are plentiful enough to keep the printing presses busy; seekers after physical health are always with us in sufficient numbers to make our faith healers comfortably rich; seekers after success and safety are legion, as our popular religious leaders know too well. But real seekers after truth are almost as rare as albino deer. And here is why:

Truth is a glorious but hard master. It makes moral demands upon us. It claims the sovereign right to control us, to strip us,

even to slay us as it chooses. Truth will never stoop to be a servant but requires that all men serve it. It never flatters men and never compromises with them. It demands all or nothing and refuses to be used or patronized. It will be all in all or it will withdraw into silence.

It was Christ who capitalized and revealed that it was not an "it" at all but a Being with all the attributes of personality. "I am the Truth," He said, and followed truth straight to the cross.

The truth seeker must follow Him there; and that is the reason few men and women seek truth.

(Continued from page 1)

CONVENTION 1957

good reading in the daily newspaper. Not to mention the pictures that were taken and printed also. We certainly wish to thank the newspaper and radio staff for their fine service and cooperation.

The Chamber of Commerce of Pottsville loaned us a secretary, Mary Diffenderfer, who proved to be a very charming girl with loads of personality. She helped with our registration, ran errands and did a lot of typing for us. She also joined us in our social activities at the hotel and when we were out on tour she kept office for us.

John Persona of Milwaukee closed Thursday afternoon's session with one of his witty demonstrations on the slant board. He declared that too many people are degenerating physically at a faster rate today than any other time in history. He and Dr. Brooks, who is a grandfather, put on some acrobatic strong arm stunts that are equalled by few younger men of today.

Gilbert Schmitt of Rock Island, Ill., gave us his talk on wireless energy. Gib is quite an authority on this subject and those of you

who have never heard him have missed something. He says the wireless quality of energy is similar to the invisible waves that flow into a radio set, and that all kinds of therapist are using them even though they are not conscious of the fact.

Blanford Jones had his friend, Donald V. Hock, who is mayor of Allentown, Pa., as guest speaker at our annual banquet. Mayor Hock is a loyal supporter of the massage profession. He said massage was the oldest health profession known today and despite the fact that he was kept quite busy with municipal affairs he found time to get two massages a week. He quoted a lot of health proverbs to us that were his favorites. Following the banquet we enjoyed a dance that proved to be a good mixer. Waltzes, fox trots, Paul Jones, kept us tripping lightly, to Charles Artz, Orchestra.

Friday evening turned out to be quite an affair. Blandy Jones had foresight in laying out his program, for he managed to keep the crowd together real well. Dr. Brooks gave an hour long talk on "Design for Living." Whereby he brought into his speech the natural laws of life that are violated every day by man that helps bring about the abnormal rise in the suffering and shame we are enduring.

He was followed by Dr. Jess Mercer Gehman from New Jersey, who gave us one of the most interesting lectures I ever had the privilege of listening to. Many people 35 years of age are already old people, because of the bad food they are forced to eat. He disbelieves claims, that life expectancy is lengthening. "We have had much too much science," he said. "Science has never done more than prove nature was right."

Speakers from local and state offices that proved to be beneficial, enlightening and entertaining. Tours that were unusual and

educational. Besides the entertainment each evening provided for us by the local chapter that delighted everyone.

We had a full, attentive audience all the time. No one wanted to miss a thing. There was an air of fellowship among those present that will long be remembered. So I wish to take my hat off and offer my hand to Blanford Jones and his staff of members for the wonderful successful job well done on the 12th annual convention for the AAMM. I sure hope they can bring their eastern friends and members to Indianapolis, Indiana next year.

Editor

KENTUCKY

The Kentucky amendment submitted to the convention which offered an advanced curriculum leading to the degree of Doctor of Massage was referred to the board of directors for further study.

The Kentucky resolution dealing with controlled dues was tabled due to the increase in dues voted by the convention.

The Washington amendment dealing with an increase in dues to \$18.00 was tabled.

16 STATES REPRESENTED AT THE CONVENTION

California	2 members
Georgia	3 members
Illinois	4 members—1 guest
Indiana	7 members—2 guests
Kentucky	1 member
Maryland	1 member—1 guest
Massach'ts	5 members
Michigan	1 member—1 guest
Missouri	1 member—1 guest
Nebraska	1 member
N. H'pshire	1 member
New Jersey	2 members—1 guest
N. Dakota	1 member
Virginia	1 member
Wisconsin	3 members

Parliamentary Procedure at a Glance by O. Garfield Jones may be had for \$2.00 postpaid from your national Secy.-Treas.

I want to thank the President and all who had a part in the giving of honors, for the high honors given me at the Indianapolis convention of which I feel most unworthy.

Mary Ann French
Indiana

"DEEP BREATHING SAVES 5 LIVES"

Returning home after attending the National Convention at Pottsville, Pennsylvania, on the speedway after passing through the Holland tunnel in New York their car was sideswiped by a hit and run driver, going in the same direction and traveling about seventy miles an hour. The automobile literally seemed to take a deep breath, with all five girls, as it balanced itself.

After gaining control of the car, Rose A. Johanson (newly elected National Director of A.A.M.M. and member of the Massachusetts chapter) pulled over to an area marked "For Emergency Repairs Only" and found that the only mark was on the left bumper. A sigh of relief was heard from Fedora A. Goffinet, Sadie A. Seligman, Ann B. White from Massachusetts, and Lucinda Levasseur from Manchester, New Hampshire.

TO WHOM IT MAY CONCERN—

A Turlock, California, Doctor who gives Swedish massage and Physical Therapy service wishes to retire. He is offering his building and equipment for sale. It is a brick building on a large lot. It has six clinic rooms, office and waiting room. There is also an excellent four room apartment on the other side of the building. Both sides have furnaces and baths.

The equipment includes a Howard steam cabinet, electric equipment, tables, chairs and all small equipment that is needed in this type of work.

He is the only Doctor who gives this type of treatment in this town of 12,000 people and has an excellent practice, of many years duration.

The price of the building is \$27,000 or \$30,000 with the equipment. If this place is sold to a Physio Therapist there will be no charge for taking over this practice.

Yours truly,
Bernie F. Cusey,
Salesman with Walter Reid Agency.

SOMETHING GOOD ABOUT YOU

Wouldn't this old world be better, if folks we meet would say

I know something good about you, and then treat us just that way.

Wouldn't it be fine and dandy if each handclasp warm and true

Carried with it the assurance, "I know something good about you."

Wouldn't life be lots more happy, if the good that's in us all Were the only things about us that folks bothered to recall?

Wouldn't life be lots more happy if we praised the good we see?

For there's such a lot of goodness in the worst of you and me.

Wouldn't it be nice to practice that fine way of thinking too?

You know something good about me. I know something good about you.

CITY OF SEATTLE HAS 'SLENDERIZING' PROBLEM

Faced with a problem raised by a slenderizing establishment, the City Council's License Committee today assigned its woman member, Mrs. Harlan H. Edwards to make

a personal investigation.

The committee had before it the application of Slenderella Salons, Inc. for relief from a requirement of the city-license ordinance. The ordinance requires employment of a licensed masseur or masseuse for massage parlors.

William J. Madden, attorney for the company, said this was an unnecessary requirement in this firm's case, because the "treatment" was done entirely by a mechanical table.

Employees actually are only receptionists, he said. Madden suggested a change in the ordinance.

The committee withheld action pending Mrs. Edwards' inspection.

COME AND GO

When I was a child, my shoes were red, and I could kick way over my head.

When I was a youth, my shoes were white—and I could dance far into the night.

Now I am old, my shoes are black, and I can walk to the corner and back.

How do I know my youth is spent?

My come and go has gone and went.

It is the human touch in the world that counts—

The touch of your hand on mine. That means more to the suffering soul than shelter, and food and wine.

Shelter is gone when the night is gone, and food lasts only a day.

But the touch of your hand will live in the soul always.

Bess Boyer

Swedish Massage — Dr. Ling Method

R. L. FRYINGER'S

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Three members from Indiana at the registration desk. Indiana Chapter President, George Stoller and wife who is also a member and Vera Setty. On the left is National President D. S. Carlson, Mary Diefenderfer from the C of C in Pottsville and Blandford Jones.

THIS BUSINESS OF HONOR

One evening I attended a farmers banquet in Indiana. I have never forgotten a short speech made by a man, as he received his medal of honor. In presenting the medal the chairman of the meeting said: "We are proud to honor you with this presentation."

The farmer arose, and responded in a quiet voice: "I am glad to receive this recognition, but really no man can honor another. Honor is something each man must earn for himself. Others may appreciate and recognize his honor. But honor has to be won through mastery of trials and temptations."

Wasn't it the Pope who created this line?

"Honor and fame from no condition rise,

Act well your part, there all the glory lies."

So many of the estimates we

all make of the characters and successes of others are based upon external appearances: How much does he have? How much does he know? What kind of a house does he live in? Who trained him?

We have to look beneath the surface to spot real excellence. A man may drive a big car, and be small in his thinking and action. Too often a white skin may hide a black heart. The all around man or woman has to be square on the inside.

As the Bible says, "For man looketh upon the outward appearance, but the Lord looketh upon the heart." (I Samuel 16: 7)

To receive some recognition from our fellow men is pleasant, and quite necessary, but to so live to be worthy of it, even though it never comes, that is the summit of character.

It was written by some one, "Whoever needs a monument to be remembered, needs no remembrance." Cato, the old Roman

philosopher-senator was once asked, "Cato, why have you not had your sculptured bust placed in the Pantheon while you are still alive? It may not be done by your heirs."

He replied: "It were far better for me, if men ask, 'Why has Cato no monument?' than that future generations should look at it and ask, 'Who was Cato?'"

The passing years only confirm me in this conviction: You and I are worth only the high values for which we live. To have fought temptation, and to have held true to Christ and to the high moral ideals which He taught and lived, to have held on, rather than to have let go when the going became tough, to have prayed for Heaven's help when the earth's skies were dark with clouds, and then to keep keeping on—that is the supreme honor, and it is enough for us. To live for God's "Well done," whether men acknowledge us or not, that is the final honor.

I want to thank the President and all who had a part in the giving of honors, for the high honors given me at the Indianapolis convention of which I feel most unworthy.

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HEALING HANDS

By Elizabeth Searle Lamb

Dear Father-God: here are my hands. Take them; use them. Show me where you need them. Fill them with your power and love and compassion.

As I touch a feverish child, a cripple, or any other with great need, I put my own consciousness of self aside. These hands are your hands, use them for bringing the pattern of your perfection, your health and beauty into manifestation. They are but an instrument for your use. Through them flow your great love which can heal any disease, any apparent evil whatsoever. With You are all things possible. Use my hands as you will, to bring the truth, the reality, into visible form in man, woman or child.

Of myself, I can do nothing; it is you, Father, sending your love and strength and power through me; it is you alone who can bring healing.

Dear Father, I give you my hands. Take them; use them, to heal the sick and wipe away suffering. Use them however you will. Take them and use them, now and forever. Amen.

Submitted by Mary E. Howells.

IDAHO

Idaho Chapter of A.A.M.M., met at the Julia Davis Park in Boise, July 14.

Our new officers are:

President—Minnie E. Keim

Vice President—Lela Swanson

Secy.-Treas.—Mary Babbitt

They will take office at our next meeting sometime in Oct.

We are going to see if we can send our news items to the Washington paper as we have no other way to get them printed.

From now on we will meet four times a year—in Oct., Jan., April and July.

We enjoyed a picnic dinner before the business meeting.

Elva Sutton, Secy.

FOR SALE: Bath House in Sunny

California. Town of 100,000.

Separate departments for men and women, downtown location, cheap rent, established 11 yrs. Rear parking, grossing about 20,000 dollars yearly. Owner has other business. Equipment consists of nice lobby, neon sign, full body whirlpool, and tub bath, 2 showers, 2 shampoo boards, 2 rock steam rooms, supply room, colonic dierker method, 2 Sinusoidal modalities, vibrator belt, vita ray machine, 2 Maclevy elevated rollers, 1 Maclevy floor roller, slant board, Maclevy leg roller, and Maclevy roller massager, pedasine, desk, chair, rugs and overstuffed tables, curtains and venetian blinds. This place will stand rigid examination. Man and wife or two women could pay for this in a little over a year and live. Price \$8000.00 with attractive terms to responsible party.

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Indianapolis, Indiana



"A DISGRACE TO BE SICK"

It is a greater disgrace to be sick than to be in the penitentiary. When you are arrested, it is because you have broken a man-made statute.

But when you are ill, it is because you have disobeyed one of God's laws. —Emerson.

PRESIDENT HITS JACKPOT

Mr. and Mrs. D. S. Carlson, National President of the A.A.M.M. became grandparents for the 22nd time Aug. 31. This makes 11 grandsons and 11 granddaughters for them. Do we have a better record in the association? He said all indications point to a prolific generation.

An 8½ lb. boy was born to Glen and Elizabeth Carlson in Rome, Georgia Aug. 31. Mother and son doing fine. They have 2 girls and 2 other sons. Congratulations are in order.

FOR SALE—New One Plasmatic Combination Ensemble complete with table and all applicators and one Ultrascioic complete with all attachments. The two machines costing one thousand dollars, will take half. Discontinuing the business. John Taves, Casselton, North Dakota.

Scientific HAND MASSAGE and Rational Hydrotherapy are Superior to Any and ALL Mechanical Systems of Health Improvement.

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John P. Persona, RM.

Frank Penetza, Jr., RM.

WANTED—A graduate to be an Associate. Must be able to do from eight to twelve treatments a day—and do your share of work around the place. Such a person will be well paid. Located in the Quad Cities on the banks of the Mississippi. Write to R. L. Lyon, P.O. Box 1, Moline, Ill.



Newly elected officers of the American Association of Masseurs and Masseuses look over anthracite souvenir held by Mayor Donald V. Hock of Allentown at banquet in Necho Allen Hotel. From the left front row: Thomas O'son, Indianapolis, second vice president; Samuel Dahlgren, Fargo, N. D., secretary-treasurer; Frank Persiza Jr., Milwaukee, third vice president; left rear—D. S. Carlson, Rome, Ga., reelected president; Mary Howells, Canton, Ill., first vice president.

Dear Member and Friend:

Due to the expanding economy, where prices are rising daily it becomes necessary for your association to raise money to carry on it's work and to expand and become more strong during the coming year.

As you will soon be advised the dues were raised at the National Convention held in Pottsville, Pa. during August, but this raise will not take effect until August of 1958.

Something must be done before that and your ways and means committee have thought of a way.

We are asking all of our members to join our 'BUCK OF THE MONTH' club. We are asking each and every member to donate ONE DOLLAR a month for the next twelve months.

You can send in your dollar each and every month or you can make out one check for \$12.00 and you are paid for the entire year.

Your name will appear in each issue of the masseur showing the amount paid and the amount raised.

Certainly one dollar a month will not hurt any of us and the combined amount will help your association greatly. Remember it is YOUR ASSOCIATION and the amount of good you get from it depends on the amount of good you give it.

Send in your donations to our new Secretary, Mr. Samuel G. Dahlgren, 1104 Fourth Ave. South., Fargo, North Dakota.

Let us all get behind our 'BUCK OF THE MONTH' Club and show our capable and hard working officers that we are with them ONE HUNDRED PERCENT.

GEO. D. GAMMON,
Chairman Ways and Means Committee

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Mary E. Howells, R.M.

Physio-Therapist

Member of:

American Assn. of Masseurs & Masseuses
746 E. Locust St. CANTON, ILLINOIS

ANN B. WHITE, REG. P.T. and REG. M.

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